

# BBDO's Mike Schalit on the Creative#Director book launch

 By [Jessica Tennant](#)

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The launch of Net#work BBDO's Creative#Director (#CD) coffee table book is set to take place at the culmination of Loeries' Student Portfolio Day directly after the DStv Seminar at a special cocktail evening later today around 17h00 on the ICC Balcony.

Net#work BBDO founding partner and BBDO SA & Africa CCO Mike Schalit and Loeries CEO Andrew Human thought it would dovetail nicely with the Loeries, particularly in conjunction with Student Portfolio Day, which attracts young creative talent from across the country. The reason being, besides #CD being a celebratory edition to mark the agency's 'coming of age', Schalit's hope is that it will inspire the next generation of creativity. "Hey, we were born in the new South Africa in 1994 and we're still standing 23 years later, bring on the new Millennials."

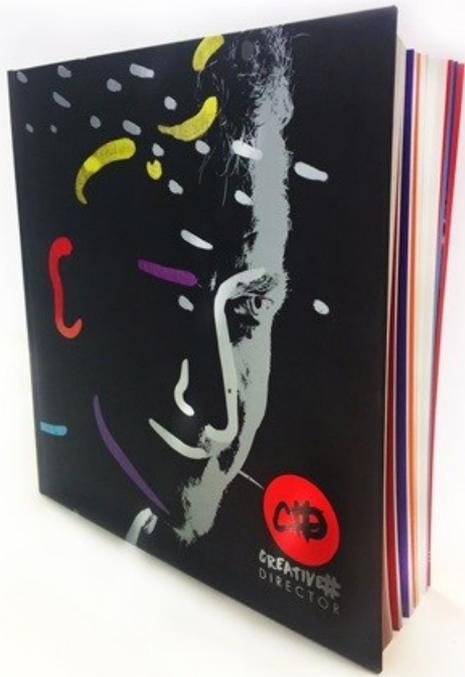
That also explains why the proceeds will go towards building a library in a disadvantaged community. Giving back is important to the agency, and Schalit sees a nice link between the imagination books elicit and the world of advertising. It's really about using your imagination to solve problems in an original way, he said. "The only difference is that in the ad world, we do it for brands and products."

## Why a book on creative direction?

Well, over the years Net#work BBDO has grown into a creative incubator, so it seemed fitting to document and pay tribute to the insights, stories, imagery and learnings of the talent that has evolved into some of the country's most inspiring creative leaders.



Mike Schalit



Network 88DO



The honesty in the storytelling is something Schalit hopes will ignite a spark of realisation within aspiring minds that creative directorship is not an unrealistic goal if you want it badly enough. But it goes beyond drive and vision or dedication and sacrifice, you have to prepare to fail well and often.

When I asked Schalit what he loves most about it, his initial response was: "I hated proofreading it!" But then his eyes light up, "Heh, actually I've loved how looking back can actually take you forward – lurking between the lines is a searing passion and balls-to-the-wall pride in doing stuff, all kinds of crazy stuff, that has actually made a difference to brands, bottom lines and communities."

He's particularly proud of just how many extraordinary creative minds there are in South Africa. Why isn't there more recognition and respect for the power of this ingenuity to solve our country's challenges more innovatively, across a much broader perspective than simply selling stuff.

“Salut, here’s to the Creative#Director provoking and stimulating more ground breakers, earth shakers and change makers.”



## Net#work BBDO to launch limited edition book on creativity

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The special limited-edition book goes on sale at the launch for R995. Donations for the library initiative may also be pledged, and the book will also be sold direct to the public online through a direct link on [NetworkBBDO.co.za](http://NetworkBBDO.co.za).

For more info, contact [info@networkbbdo.co.za](mailto:info@networkbbdo.co.za).

## ABOUT JESSICA TENNANT

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